



RETAILER CONNECTION

May
2025



\$50
\$250 Million
Extravaganza
\$5 million top prize



6 49148 00508 1

\$2
Triple 333
\$33,333 top prize



6 49148 00515 9

\$5
JAWS
\$100,000 top prize



6 49148 00514 2

New Ticket Delivery!

Available starting **TUESDAY, May 27**, due to Memorial Day holiday

Earn a \$25 bonus when you **confirm/activate** each pack of new tickets AND **validate/cash** a ticket from each of the new games by midnight the day after delivery.

HOOKED ON ADVENTURE SECOND-CHANCE PROMOTION

This summer's "Hooked on Adventure" second-chance promotion will provide your Lottery customers with the chance to win cash prizes when they play and enter eligible Scratchers or Draw Games tickets.

Starting May 12, players will earn an entry – and a chance to win – with every \$10 worth of tickets entered into their Players Club accounts.

On each of the three drawing dates, we will award:

"LET THE SEA SET YOU FREE"

(1 winner per drawing, 3 total)

\$30,000 taxes-paid adventure allowance

"REEL IN THE FUN"

(10 winners per drawing, 30 total)

\$1,000 cash

In addition, weekly drawings will be held from all tickets entered, with players earning one entry for every \$1 worth of tickets entered.

"SPLASH FOR CASH"

(50 winners per drawing, 700 total)

\$300 cash.



WHAT'S IN IT FOR YOU?

The more your customers play our games during the promotional period, the more chances you have to win in two separate retailer sales contests:

DOLLAR SALES INCREASE

The top two retailers on each route with the highest increase in combined total dollar amount of Scratchers and Draw Games sales over their 13-week base average will receive a travel-themed merchandise item.

PERCENTAGE SALES INCREASE

The top 10 retailers on each route with the greatest percentage increase in combined total Scratchers and Draw Games sales over their 13-week base average will receive a Lottery-themed merchandise prize.

REGIONAL TOP 10: \$5 SCRATCHERS

Our \$5 Scratchers are very popular among players. Your customers appreciate the top prizes and chances of winning available on these games.

Here, we take a look at the Lottery's top sellers of \$5 Scratchers tickets based on quarterly sales. Congratulations to these high-performing retailers!

REGION: MIDSTATE - JEFFERSON CITY TOP \$5 SCRATCHERS SALES JAN. 1 – MARCH 31, 2025

1. PHIL-MART, SALEM
2. AYERCO 29, KIRKSVILLE
3. AYERCO 25, TAYLOR
4. OSAGE MINI MART, WARSAW
5. SCHULTE'S FRESH FOODS, JEFFERSON CITY
6. AYERCO 22, HANNIBAL
7. GERBES 118, JEFFERSON CITY
8. BREAK TIME 3006, BROOKFIELD
9. BREAK TIME 3072, OWENSVILLE
10. WALMART #219 SUP, SEDALIA



2024 Million Dollar Club Retailers Announced!

Last, but certainly not least, we have the final (alphabetical) group of last year's Million Dollar Club (MDC) retailers. Each of these businesses sold at least **\$1 million** in Lottery tickets in 2024.

Huge thanks go out to all our MDC retailers for helping us support public education for Missouri students.



- SCHNUCKS MARKET 102, ST. LOUIS
- SCHNUCKS MARKET 105, ST. LOUIS
- SCHNUCKS MARKET 106, BALLWIN
- SCHNUCKS MARKET 107, ST. LOUIS
- SCHNUCKS MARKET 110, ST. PETERS
- SCHNUCKS MARKET 111, ST. CHARLES
- SCHNUCKS MARKET 113, ST. LOUIS
- SCHNUCKS MARKET 117, MARYLAND HEIGHTS
- SCHNUCKS MARKET 118, ST. LOUIS
- SCHNUCKS MARKET 127, ARNOLD
- SCHNUCKS MARKET 129, O'FALLON
- SCHNUCKS MARKET 137, ST. LOUIS
- SCHNUCKS MARKET 141, ST. LOUIS
- SCHNUCKS MARKET 143, ST. LOUIS
- SCHNUCKS MARKET 145, JENNINGS
- SCHNUCKS MARKET 149, ST. LOUIS
- SCHNUCKS MARKET 173, TWIN OAKS

- SCHNUCKS MARKET 191, BRIDGETON
- SCHNUCKS MARKET 192, ST. LOUIS
- SCHNUCKS MARKET 193, ST. LOUIS
- SCHNUCKS MARKET 198, FLORISSANT
- SCHNUCKS MARKET 206, FLORISSANT
- SCHNUCKS MARKET 218, ST. LOUIS
- SCHNUCKS MARKET 225, MAPLEWOOD
- SCHNUCKS MARKET 227, ST. LOUIS
- SCHNUCKS MARKET 231, ST. LOUIS
- SCHNUCKS MARKET 258, ST. LOUIS
- SCHNUCKS MARKET 272, ST. LOUIS
- SCHNUCKS MARKET 276, FLORISSANT
- SCHNUCKS MARKET 731, FESTUS
- SCHULTE'S FRESH FOODS, JEFFERSON CITY
- SKESTON KWIK STOP INC, SKESTON
- SPIRITS PLUS, ST. LOUIS
- STELMACKI SUPER MKT, MOLINE ACRES

- ULTIMATE GROCERY, ST. LOUIS
- UNITED MART 5, FLORISSANT
- UNITED MART BP, ST. LOUIS
- WALLIS PETROLEUM 501, O'FALLON
- WALLIS PETROLEUM 511, OAKVILLE
- WALLIS PETROLEUM 514, ARNOLD
- WALLIS PETROLEUM 518, BARNHART
- WALLIS PETROLEUM 521, ST. LOUIS
- WALLIS PETROLEUM 522, ROCK HILL
- WALLIS PETROLEUM 525, OAKVILLE
- WALLIS PETROLEUM 533, AFFTON
- WALLIS PETROLEUM 535, ST. CHARLES
- WALMART #1514 SUP, ARNOLD
- WILD BILL'S TRAVEL CTR, RIDGEDALE
- ZINGERS MART 1, ARNOLD
- ZINGERS MART 3, ST. LOUIS
- ZOOM, ST. LOUIS

CINCO - DE - MAYO

May 5, 2025

Purchase a
10-Draw Club Keno®
single ticket*

& receive a **FREE**
4-Spot ticket!
(\$1 value)

ONE DAY ONLY

REGION: MIDSTATE - SPRINGFIELD

TOP \$5 SCRATCHERS SALES
JAN. 1 – MARCH 31, 2025

1. FASTRIP, CASSVILLE
2. MAVERIK 5106, SPRINGFIELD
3. PLAZA GAS, OZARK
4. KUM & GO 433, BOLIVAR
5. KUM & GO 561, SPRINGFIELD
6. KUM & GO 566, SPRINGFIELD
7. MAVERIK 5304, SPRINGFIELD
8. WALMART #138 SUP, SPRINGFIELD
9. KUM & GO 464, SPRINGFIELD
10. KUM & GO #1481, SPRINGFIELD

REGION: KANSAS CITY

TOP \$5 SCRATCHERS SALES
JAN. 1 – MARCH 31, 2025

1. RED X, RIVERSIDE
2. PRICE CHOPPER 359, BELTON
3. PRICE CHOPPER 650, INDEPENDENCE
4. HY-VEE 1542, RAYTOWN
5. PRICE CHOPPER 105, KANSAS CITY
6. QUIKTRIP 216, INDEPENDENCE
7. PRICE CHOPPER 100, INDEPENDENCE
8. PRICE CHOPPER 400, INDEPENDENCE
9. PRICE CHOPPER 102, KANSAS CITY
10. QUIKTRIP 209, RAYTOWN

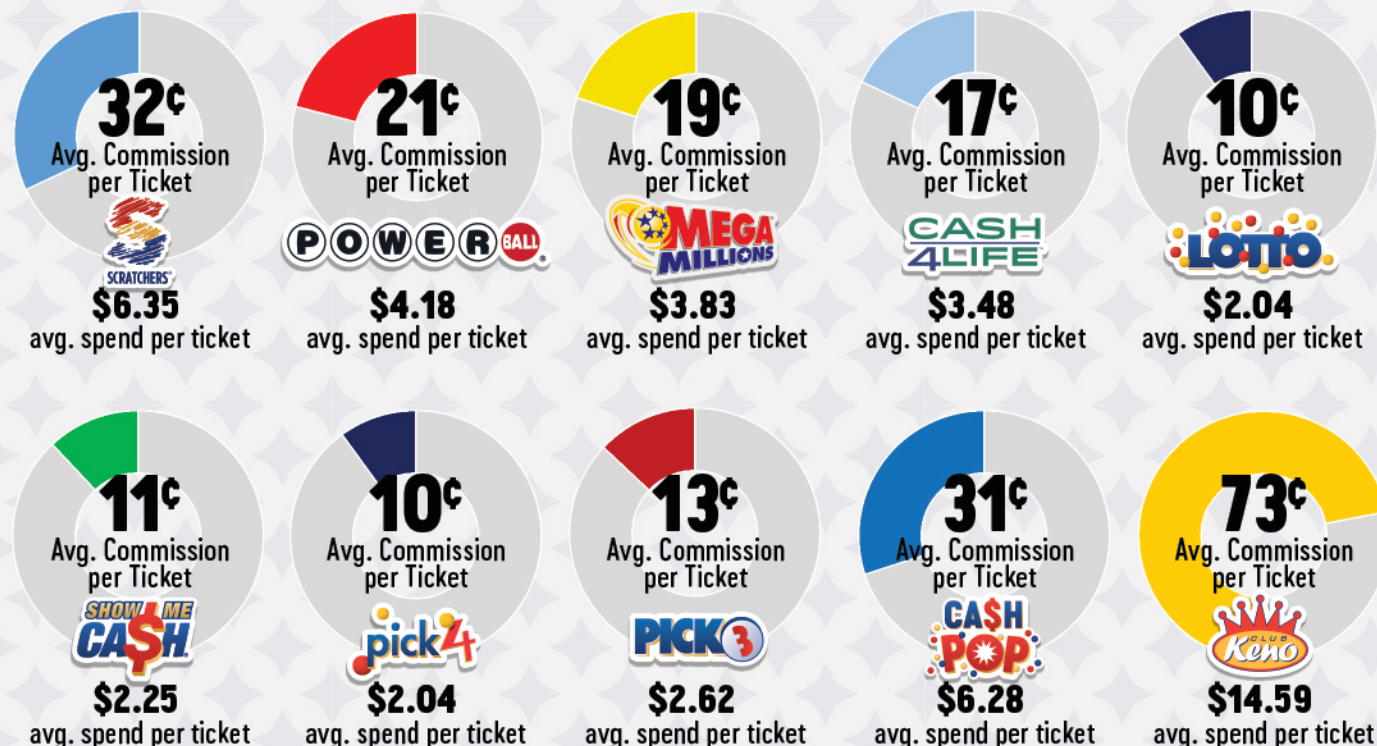
REGION: ST. LOUIS

TOP \$5 SCRATCHERS SALES
JAN. 1 – MARCH 31, 2025

1. BARRELL BLENDS, BRIDGETON
2. DIERBERGS-FLORISSANT 10, FLORISSANT
3. SCHNUCKS MARKET 191, BRIDGETON
4. WALLIS PETROLEUM 533, AFFTON
5. SCHNUCKS MARKET 143, ST LOUIS
6. CAR-MAC'S, HOLLAND
7. SCHNUCKS MARKET 149, ST LOUIS
8. SCHNUCKS MARKET 218, SAINT LOUIS
9. SCHNUCKS MARKET 276, FLORISSANT
10. SCHNUCKS MARKET 227, ST LOUIS

Average Retailer Profit per Ticket

The amount you make per Lottery sale may just surprise you. As players move toward higher price points, our retailers are seeing higher average commissions. Here's a look at how that breaks down by game.



Did you know? Sales on the top three Scratchers price points (\$20, \$30 and \$50 games) provide **50% of sales**, but require just 11.5% of the time and effort to sell! Be sure to add the new \$50 ticket to your game offerings!

May Calendar

MAY 1	New Rewards Available for My Lottery® Members
MAY 2	Mega Cash Friday
MAY 5	"Cinco de Mayo" One-Day Promotion
MAY 6	"Scratch Big, Win Big" Monthly Drawing
MAY 8	Truman Day
MAY 9	Mega Cash Friday
MAY 12	"Hooked on Adventure" Second-Chance Promo Begins
MAY 21	Monthly Drawings in Points for Drawings™
MAY 26	Memorial Day
MAY 27	New Ticket Delivery (on Tuesday, due to the holiday)
Next MO Money Monday Delivery: June 30, 2025	

Monthly Proceeds Provided to Education

The April transfer of Lottery proceeds to education was approximately \$30.7 million. Based on ticket sales in March, that brings the total profits transferred so far in FY25 to \$280.5 million.



RETAILER HOTLINE 1-866-665-6883 RETAILER PORTAL retailer.molottery.com IGT EQUIPMENT HOTLINE 1-800-729-4832

LOYALTY CLUB CUSTOMER SERVICE 1-866-465-1038 WINNER CLAIM APPOINTMENTS 573-751-4050 (option 9)



MO Lottery Official



MO Lottery Official



MO Lottery Official



Missouri Lottery